

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
THOMAS FRANCIS OLSON ET AL.) : Examiner: Rodney M. Henry
Application No.: 10/743,413) : TC/Art Unit: 3622
Filed: December 23, 2003) : Confirmation No.: 7928
For: SYSTEM AND METHOD FOR)
BUYING AND SELLING SPOTS :
FOR ADVERTISEMENTS IN)
MASS-MARKET MEDIA : June 30, 2008 (Monday)

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action dated March 28, 2008, the Examiner is respectfully requested to amend the above-identified application as follows:

- amendments to the claims are presented in the listing starting on page 2; and
- remarks are presented starting on page 36.